

MM 98-204

FCC En Banc Hearing—June 24, 2002**Talking Points**

Joan E. Gerberding, President
Nassau Media Partners
619 Alexander Road, 3rd Floor
Princeton, NJ 08540

RECEIVED

JUN 26 2002

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY**National President, American Women in Radio and Television**

The world of broadcasting and communications has undergone rapid changes in recent years. Yet, as these changes in technology and ownership heighten competition among broadcasting companies, it seems that one needed change has been overlooked - - women, a vital resource, are still not present in the world of broadcast management as much as they should be.

Even the newest media conglomerates seem to be reflecting "old boy" attitudes in their executive suites. Women are very rarely represented among the top executives or on their boards of directors. According to the recently released study conducted by the Annenberg Public Policy Center entitled: "Progress or No Room at the Top?", out of all the executives in the media, telecom and e-companies, only 3% were women with clout titles (clout titles are defined as: Chairman, CEO, Vice Chairman, President, COO, SEVP and EVP).

AWRT, whose mission is to advance the impact of women in the electronic media, is very concerned that the perpetual glass ceiling in the broadcast industry has had too few cracks in recent years.

Thus, while many broadcasters associations have implemented online recruiting, job fairs and the like, AWRT believes that the FCC's proposed EEO rules are necessary to ensure that ALL non-exempt broadcasters offer equal employment opportunities through broad outreach to and recruitment of all candidates regardless of gender, race or ethnicity. Otherwise, the substantial progress still needed in the development of a diverse broadcast industry won't happen as rapidly as it should.

AWRT's Comments in this proceeding cited employment statistics that we believe demonstrate the continuing need for a regulatory overlay by the FCC

No. of Copies rec'd 0
List ABCDE

in the area of EEO. For instance, in the year 2000, in the 3000 plus radio stations in the top 100 markets, only 13% of all general managers of radio stations were women; only 25% of sales managers and only 10% of program directors were women. The average percentage of women in the 'upper-four' job categories was up by only *zero point five* percent since 1995.

In 2001, we saw only *slight improvements* in the radio stations in the top 100 radio markets: The number of women in the general manager position increased from 13% to 15%; female sales managers went from 25% to 30%, and female program directors remained at 10%.

While AWRT is encouraged by the *slight* increase in the number of radio stations with female general managers, we certainly do not believe these figures in and of themselves are laudable. Indeed, one of the most discouraging facts revealed by the employment data compiled in 2001 by M Street Publications¹ for the Most Influential Women in Radio group was that nearly one-half (14 out of 32) of the 32 groups that own between 12 and 49 radio stations have no female general managers at all.

The numbers are a bit better in television with 17% of females as general managers and 31% females as sales managers. Women make up 44% of network TV anchors, but only 26% of TV News Directors.

In broadcasting associations, 9 out of 61 or only 15% of all NAB board members are women, 5 out of 35 or only 14% TBA board members are women.

What We Need To Do

Internal Audit: All owners and managers of TV and radio stations should determine whether they encourage or discourage women from advancing within their companies or organizations. Does their corporate culture encourage retention of women? Are there women who are qualified to move into positions of greater authority? Are there female-friendly training programs? Are management meetings female-friendly? Are women encouraged by company executives from the top down to seek advancement? If not, they should be.

Training: Broadcasters should identify successful training programs both inside and outside the company or organization and encourage their rising "stars", both male and female, to participate. Broadcasters should ask

whether their male managers are even trained to identify rising female "stars" within their ranks? If not, they should be.

Mentoring: Mentoring opportunities with senior executives, both men and women, should be encouraged. Mentoring provides valuable hands on assistance and can play a vital role in anyone's success. Are women employees encouraged to join organizations that give them mentoring, leadership and networking and career growth opportunities, such as, AWRT? WIC? If not, they should be.

Executive Recruitment: When searches are undertaken, are recruiters encouraged to include qualified women among the candidates? If not, they should be.

Question: If the answer to any of these questions is no, station owners need to make changes to create a level playing field for both genders.

Can all of the above be accomplished without the FCC's anti-discrimination rule and proposed EEO regulations? As much as we might like to say "yes", the statistics provided earlier still say "no".

AWRT therefore urges the FCC to continue to be the driving force to create a level playing field for women in the broadcast and cable industries through EEO rules that require stations and cable systems not only to engage in broad outreach and recruitment, but also to be accountable to the FCC and to the public for their efforts.

It has taken the broadcast industry way too long to break out of bad habits, i.e., the old boys' network and word-of-mouth recruitment that have limited opportunities for advancement by well-qualified women. Without the FCC's regulatory push to ensure that these old habits cease immediately, the glass ceiling will be perpetuated with too few cracks and never be shattered completely.

¹The summary data for all groups with 12 or more stations reflects no duplication in job classification. Individuals with responsibilities for more than one station were only counted once in each category.